



COMMUTER CONNECTIONS
REGIONAL TDM MARKETING GROUP

FY 2024 MARKETING ACTIVITY
MARCH 19, 2024

Item #3

COMMUTER CONNECTIONS PROGRAM OBJECTIVES

Encourage alternatives to SOV commuting

Reduce vehicle trips and miles traveled

Reduce traffic congestion and improve
air quality

odonnellCOMPANY



50 YEARS 1974-2024
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

FY24 MARKETING ACTIVITIES

WINTER/SPRING SCHEDULE

GRH & Rideshare Spring Umbrella Campaigns

Bike To Work Day

Employer Recognition Awards

incenTrip ATCMTD (DC Regional & MDOT)

CommuterCash and Flextime Rewards Campaigns

Employer Newsletter (Winter)



SPRING UMBRELLA CAMPAIGN

odonnellCOMPANY

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A SMARTER WAY TO WORK

OBJECTIVES & STRATEGY

Spring Umbrella Campaign

- Media Budgets:

- \$890,000 (Total)

- \$625K for Rideshare

- \$240K for Guaranteed Ride Home - DC region

- \$25K for Guaranteed Ride Home - Baltimore region

Objectives

- Encourage and increase alternative modes of travel, primarily carpool and vanpool use, with emphasis on hybrid workers
- Encourage Guaranteed Ride Home registrations (GRH & GRH Baltimore)

MEDIA CONSIDERATIONS

Ridesharing & Guaranteed Ride Home

Spring Umbrella Campaign

- Radio continues to be a good way to reach people stuck in traffic on their way to work with a message on how to ease the pain of commuting
- ESPN digital is a way to connect with loyal sports fans who are always online checking scores and plays
- Display banners are a great one-on-one experience where our target audience is engaged in something of interest to them
- In game advertising gives us the opportunity to connect with gamers who are doing what they enjoy
- Video streaming continues to drive engagement and viewers while more people "cut the cord"

ADDED VALUE SUMMARY

Spring Umbrella Campaign

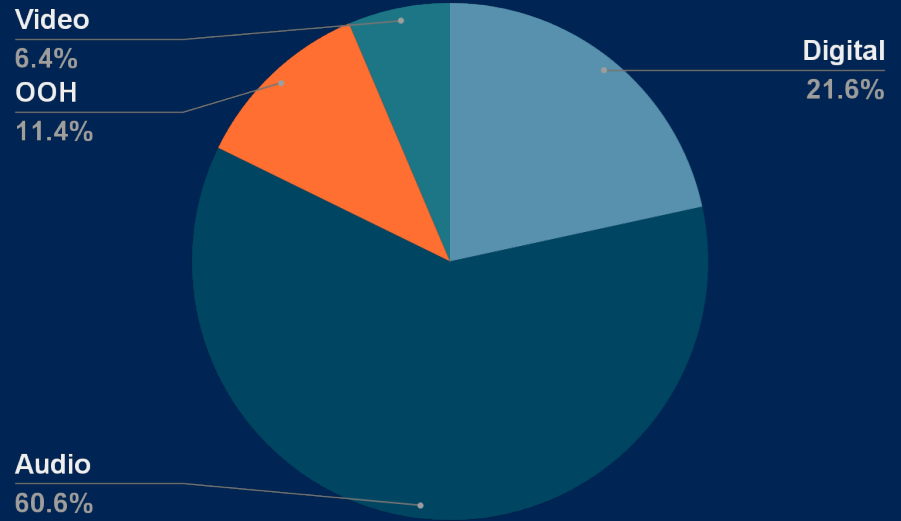
Approximate value in negotiated value add:

- \$62,400 for Ridesharing
- \$35,600 for Guaranteed Ride Home
- \$7,500 for Guaranteed Ride Home Baltimore

MEDIA BUDGET (NET)

Spring Umbrella Campaign Ridesharing

Digital	\$135,000
Audio	\$378,910
OOH	\$71,000
Video	\$40,000
<hr/>	
Total	\$624,910



DIGITAL BANNER ADS

Spring Umbrella Campaign Ridesharing

ROCK THE SAVINGS. ROLL WITH RIDESHARE.



Rock the savings when you find a new way to roll—like sharing the ride to work. Earn up to \$600 a year when you sign up for Rideshare.

GET STARTED TODAY!

50 YEARS 1974-2024
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE

ROCK THE SAVINGS. ROLL WITH RIDESHARE.



Rock the savings when you find a new way to roll—like sharing the ride to work. Earn up to \$600 a year when you sign up for Rideshare.
GET STARTED TODAY!

50 YEARS 1974-2024
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE

A NEW WAY TO ROLL



Share the ride.
Skip the stress.
Save big time.
Earn up to \$600 cash!

REGISTER FOR FREE!

50 YEARS 1974-2024
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE

A NEW WAY TO ROLL



Share the ride. Skip the stress.
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REGISTER FOR FREE!

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COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE

HOW WE ROLL!

Share the ride and save \$\$ **SIGN UP TODAY!**

50 YEARS 1974-2024
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

commuterconnections.org | 800.745.RIDE

A NEW WAY TO ROLL



Share the ride and save \$\$.
SIGN UP TODAY!

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commuterconnections.org | 800.745.RIDE

DIGITAL BANNER ADS

Spring Umbrella Campaign Ridesharing

A NEW WAY TO ROLL Share the ride and save \$\$. SIGN UP TODAY!

50 YEARS 1974-2024
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE

Which NBA players have played for the most teams?

Which NBA players have played for the most teams?

ROCK THE SAVINGS. ROLL WITH RIDESHARE.

Rock the savings when you find a new way to roll—like sharing the ride to work. Earn up to \$600 a year when you sign up for Rideshare. GET STARTED TODAY!

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COMMUTER CONNECTIONS.
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commuterconnections.org | 800.745.RIDE

Former Alabama coach Nick Saban joins ESPN, 'College GameDay' as analyst

10:46

HOW WE ROLL! Share the ride and save \$\$. SIGN UP TODAY!

4 WASHINGTON

METRO (WHAT?)

Here are 4 transportation projects set to finish in 2024 in the DC area

New Metro faregates and more lanes on Route 7. Here are the projects to look out for in the year ahead

By Adam Tuss, News4 Anchor & Transportation Reporter • Published December 28, 2023 • Updated on December 28, 2023 at 4:43 pm

AA nbcwashington.com

ALEXANDRIA

Plans to improve transportation near proposed Alexandria

MONUMENTAL MOVE

ESPN

MLB Home MLB Free Agency Scores Schedule Standings Stats Teams Depth Charts More

A NEW WAY TO ROLL Share the ride and save \$\$. SIGN UP TODAY!

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EXCLUSIVE CONTENT GET ESPN+

2024 MLB prospect rankings for every National League team

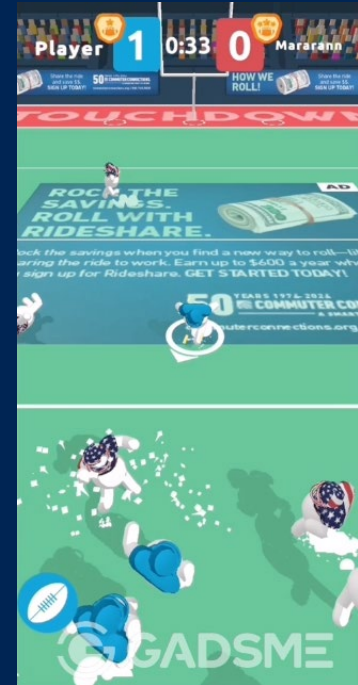
Share the ride. Skip the stress. Save big time. Earn up to \$600 cash! REGISTER FOR FREE!

50 YEARS 1974-2024
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE

...ing, plans to address traffic forward with a plan to build an the NBA's Washington Wizards. is and Monumental Sports & proposal. ve to Alexandria > would not be built unless the he plans.

DIGITAL BANNER ADS IN-GAME

Spring Umbrella Campaign Ridesharing

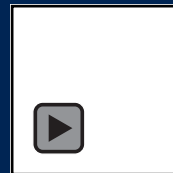


ENGLISH & SPANISH RADIO SPOTS

Spring Umbrella Campaign
Ridesharing



Ridesharing
(English)
30 sec.



Ridesharing
Brian Mitchell
30 sec.

DIGITAL TRUCK AD

Spring Umbrella Campaign Ridesharing



BICYCLE BILLBOARD AD

Spring Umbrella Campaign
Ridesharing

ROCK THE SAVINGS. ROLL WITH RIDESHARE.



SIGN UP TODAY!

Rock the savings when you find a new way to roll—like sharing the ride to work. Earn up to \$600 a year when you sign up for Rideshare.

50 YEARS 1974-2024
COMMUTER CONNECTIONS.
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commuterconnections.org | 800.745.RIDE



SOCIAL MEDIA (FACEBOOK/INSTAGRAM)

Spring Umbrella Campaign Ridesharing

**THIS IS HOW
WE ROLL!**



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COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE

**GET ROLLING
ON SAVINGS**



Earn up
to \$600
a year!

50 YEARS 1974-2024
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE

**A NEW WAY
TO ROLL**



50 YEARS 1974-2024
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE

**ROCK THE
SAVINGS,
ROLL WITH
RIDESHARE**



Earn up to
\$600 a year!

50 YEARS 1974-2024
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE

**LET'S GET
ROLLING!**



50 YEARS 1974-2024
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE

**RELAX WHILE
YOU ROLL**



50 YEARS 1974-2024
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE

STREAMING & YOUTUBE VIDEO

Spring Umbrella Campaign
Ridesharing



NEWSLETTER

Spring Umbrella Campaign Ridesharing

A NEW WAY TO ROLL

Share the ride.
Skip the stress.
Save big time.
Earn up to \$600 cash!

REGISTER FOR FREE!



Find accessible, affordable commuting options that work for your schedule with Commuter Connections!

The savings rock when you find a new way to roll - like sharing the ride to work. Even if you're carpooling or vanpooling just a few days a week, Commuter Connections can match you with others who live and work near you. It's easy and FREE! Plus, earn up to \$600 a year by signing up for iPool Rewards, incentTrip, or CarpoolNow. Get rolling on a new way to work with Rideshare.

Some restrictions apply.

**REGISTER
TODAY**

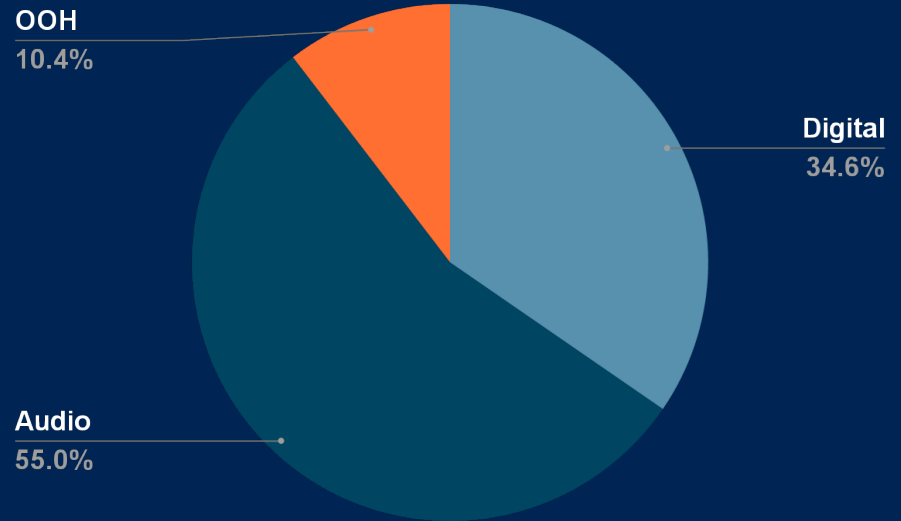
50 YEARS 1974-2024
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

commuterconnections.org | 800.745.RIDE

MEDIA BUDGET (NET)

Digital	\$83,000.00
Audio	\$131,965.50
OOH	\$25,000.00
<hr/>	
Total	\$239,965.50

Spring Umbrella Campaign Guaranteed Ride Home



MEDIA BUDGET (NET)

Spring Umbrella Campaign
Guaranteed Ride Home- Baltimore

Radio	\$24,992.50
<hr/>	
Total	\$24,992.50

DIGITAL BANNER ADS

Spring Umbrella Campaign Guaranteed Ride Home



FREE RIDES TO THE RESCUE!

Get a guaranteed ride home, even if you use transit, carpool or vanpool just a few days a week.

Get up to **6 FREE RIDES** for unexpected emergencies or unscheduled overtime.

SIGN UP TODAY!

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COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE

Some restrictions apply.

FREE RIDE HOME
SIGN UP TODAY!

Share the ride?
Get a free ride home in case of emergency.

50 YEARS 1974-2024
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE



GUARANTEED RIDE HOME

Share the ride to work?
Get a free ride home in case of emergency—guaranteed!

SIGN UP TODAY!

50 YEARS 1974-2024
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE

DID SOMEONE SAY FREE?

Some restrictions apply.



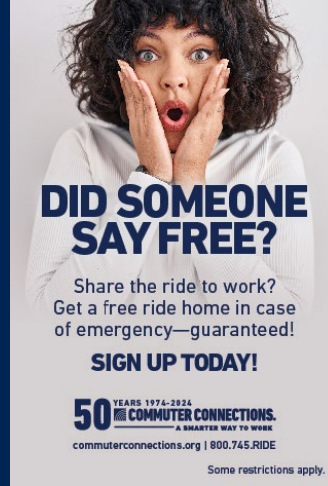
DID SOMEONE SAY FREE?

Share the ride to work? Get a free ride home in case of emergency—guaranteed!

Some restrictions apply.

SIGN UP TODAY!

50 YEARS 1974-2024
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE



DID SOMEONE SAY FREE?

Share the ride to work?
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A SMARTER WAY TO WORK
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Some restrictions apply.

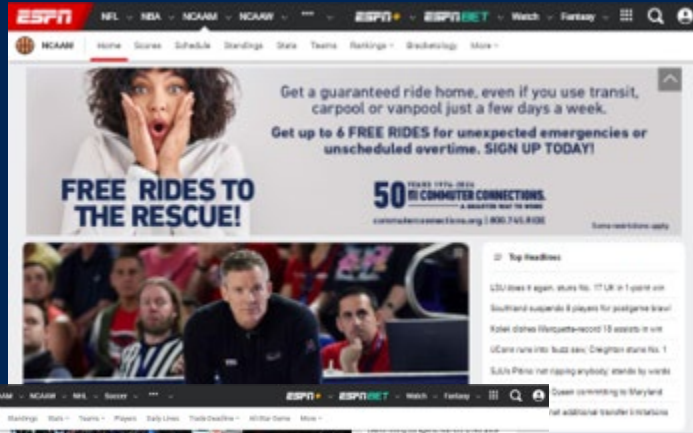
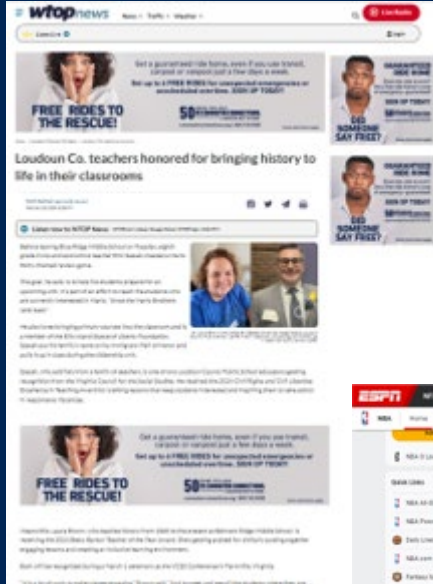
FREE RIDE HOME
SIGN UP TODAY!

Share the ride to work?
Get a free ride home in case of emergency—guaranteed!

50 YEARS 1974-2024
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE

DIGITAL BANNER ADS

Spring Umbrella Campaign Guaranteed Ride Home



ENGLISH RADIO SPOTS

Spring Umbrella Campaign
Guaranteed Ride Home



Guaranteed Ride
Home (English)
30 sec.

RADIO SPOT

Spring Umbrella Campaign
Guaranteed Ride Home Baltimore



DIGITAL TRUCK AD

Spring Umbrella Campaign Guaranteed Ride Home



DID SOMEONE SAY FREE?

GUARANTEED RIDE HOME

Share the ride to work?
Get a free ride home in case of emergency—guaranteed!

SIGN UP TODAY!



50 YEARS 1974-2024
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE

Some restrictions apply.



DID SOMEONE SAY FREE?

Share the ride to work? Get a free ride home in case of emergency—guaranteed!

Some restrictions apply.

SIGN UP TODAY!



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COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK
commuterconnections.org | 800.745.RIDE

SOCIAL MEDIA (FACEBOOK/INSTAGRAM)

Spring Umbrella Campaign Guaranteed Ride Home



YOUTUBE VIDEO

Spring Umbrella Campaign
Guaranteed Ride Home





BIKE TO WORK DAY 2024

odonnellCOMPANY

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A SMARTER WAY TO WORK

SPONSOR DRIVE



- Past and prospective sponsors solicited

Sponsor drive concluded January 31, 2024

20 sponsors secured

Cash donations of \$37,550

In-kind donations of \$22,100

POSTERS



FREE EVENT

BIKE TO WORK DAY FRIDAY

MAY 17, 2024

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WABA
WORKERS ASSOCIATION

GO Alex **ICF** **Bike Arlington**

TERRAPIN BICYCLES **AL'S** **BIKE SPACE**

AASHIO **NATIONAL LANSING** **capital bikeshare**

gobCgo **MDOT** **VDOT** **Giant**

AMERICAN COLLEGE of CARDIOLOGY **FAIR LAKES** **HANDY BIKES**

VISIONZERO **BIKES@VIENNA**

Working from Home? No Problem!
Bike to Your Local Pit Stop on May 17th for Your
FREE T-SHIRT* & BIKE RAFFLE

REGISTER TODAY AT
BikeToWorkMetroDC.org

Free refreshments & giveaways at participating locations, while supplies last.

Visit bikestoworkmetrodc.org for pit stop locations and times.
*T-shirts available at pit stops to first 16,000 registrants.
Pit stops in D.C., Maryland, and Virginia!

The Bike to Work Day event is a program of the Metropolitan Washington Council of Governments and is funded by DDOT, MDOT, VDOT, and USDOT.

Register for free at
BIKETOWORKMETRODC.ORG
800.745.7433

#BTWD2024

SPANISH POSTER



EVENTO GRATUITO

DÍA DE LA BICICLETA PARA IR AL TRABAJO VIERNES 17 DE MAYO DE 2024

50 YEARS 1974-2024 THE COMMUTER CONNECTIONS. A SMARTER WAY TO WORK.

GO Alex **ICF** **Bike Arlington** **WABA**

TERRAPIN BICYCLES **AL'S** **SPACE**

AASHI **N** **capital bikeshare**

goDCgo **MDOT** **VDOT** **Giant**

AMERICAN COLLEGE of CARDIOLOGY **FAIR LAKES** **HANDY BIKES**

VISION ZERO **BIKES@VIENNA**

¿Trabajando desde casa? ¡No hay problema!
Vaya en bicicleta a su parada local en la ruta el 17 de mayo para una **CAMISETA GRATIS* Y EL SORTEO DE UNA BICICLETA**

REGISTRESE HOY EN BikeToWorkMetroDC.org

Refrigerios y obsequios en los lugares que participan hasta agotar existencias.

Visite biketoworkmetrodc.org para más información acerca de las paradas localizadas en la ruta y los horarios. *Camisetas disponibles en las paradas en la ruta a los primeros 10,000 participantes que se registren. Paradas en la ruta en D.C., Maryland, and Virginia.

El evento del Día de la Bicicleta para ir al trabajo es un programa de Metropolitan Washington Council of Governments y está financiado por GOVT, MDOT, VDOT and USDOJ.

Regístrate gratis en BikeToWorkMetroDC.org 800.745.7433

#BTWD2024

RACK CARD



FREE EVENT

BIKE TO WORK DAY FRIDAY

MAY 17, 2024

Working from Home? No Problem!
Bike to Your Local Pit Stop on May 17th for Your **FREE T-SHIRT* & BIKE RAFFLE**

REGISTER TODAY AT
BikeToWorkMetroDC.org

Free refreshments & giveaways at participating locations, while supplies last.

Register for free at
BIKETOWORKMETRODC.ORG
800.745.7433

#BTW02024

50 YEARS 1974-2024
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

WABA
WASHINGTON AREA
BIKISTART ASSOCIATION

GO Alex **ICF** **Bike Arlington**

TERRAPIN BICYCLES **AL'S** **BICYCLE SPACE**

AASHIO **NATIONAL LANDINGS** **capital bikeshare**

goDCgo **MDOT** **VDOT**

Giant **AMERICAN COLLEGE OF CARDIOLOGY** **FAIR LAKES**

VISIONZERO **Start Allert Safe**

HANDY BIKES **BIKES@VIENNA**

Visit **biketoworkmetrodc.org** for pit stop locations and times.
*T-shirts available at pit stops to first 16,000 registrants.
Pit stops in D.C., Maryland, and Virginia!

The Bike to Work Day event is a program of the Metropolitan Washington Council of Governments and is funded by DDOT, MDOT, VDOT, and USDOT.

♻️ Printed on recycled paper

EVENT T-SHIRT



PIT STOP BANNER TEMPLATE



FREE EVENT

BIKE TO WORK DAY FRIDAY

MAY 17, 2024

PITSTOP NAME
PITSTOP NAME
ADDRESS
TIME

www.BikeToWorkMetroDC.org

Logos included: bike to work day 2024, 50 YEARS 1974-2024 COMMUTER CONNECTIONS. A SMARTER WAY TO WORK, WABA, GO Alex, ICF, AL's, Bike Arlington, NATIONAL LANDING, BICYCLE SPACE, TERRAPIN BICYCLES.



EMPLOYER RECOGNITION AWARDS

SELECTION COMMITTEE

Employer Recognition Awards

- Judges represent TDM and business community
- 18 nominations received
- Moderated by third party
- Silent balloting



CREATIVE

Employer Recognition Awards





EMPLOYER NEWSLETTER

odonnellCOMPANY

50 YEARS 1974-2024
COMMUTER CONNECTIONS.
A SMARTER WAY TO WORK

OBJECTIVES & STRATEGY

Newsletter

Report on relevant TDM news

Promote Commuter Connections services and special events

Reach

Employer Transportation Coordinators

Committee members

Other TDM stakeholders

Federal ETCs (w/insert)

WINTER NEWSLETTER & FEDERAL ETC INSERT Newsletter


Issue 1, Volume 28 WINTER 2024

50

COMPUTER CONNECTIONS.
A SMARTER WAY TO WORK

WHAT'S INSIDE
1. 45¢/Ride: Building a Better Ride for Commuters
2. Federal Reserve - Relief from Bailout Aid Cap
3. Bike to Work Day 2024 Registration Opens March
4. iCommTrip App Soon to Transition to CommuterCash
5. Get on Board with SmartBenefits!

The Commuter Information Source for Maryland, Virginia, and the District of Columbia



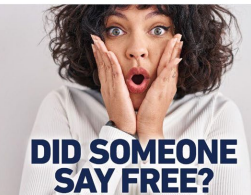
GRH = PEACE OF MIND

Since 1997, Commuter Connections has offered Guaranteed Ride Home (GRH) to ease employees' fear of being without a way home due to unexpected emergencies or unscheduled overtime. To qualify, commuters just need to use transportation alternatives to driving alone and to from work, two or more times a week.

GRH provides up to six free rides per year by way of taxi, Uber, or Enterprise rental car for commuters registered with Commuter Connections. Registration is also free! For first-time commuters who forgot to register with the Commuter Connections GRH program, there is a "one-time exception" to allow new commuters to use the service without pre-registering. Commuters who wish to enjoy GRH for subsequent free trips must register.

How aware of GRH are commuters in the region? Commuter Connections has issued the State of the Commute survey (SOC) every three years since 2001 to measure awareness of its various programs and the general state of commuting within the region. The most recent survey was conducted in 2022 and was a random sample survey of employed persons in the Washington, DC region.

Survey respondents who were not teleworking/working from home full-time were asked if they knew of a regional GRH program available for commuters who ride share or use public transportation.



GUARANTEED RIDE HOME

Get a free ride home in case of an unexpected emergency or unscheduled overtime! Sign up today for FREE!

Some restrictions apply.

50 YEARS 1974-2024

COMPUTER CONNECTIONS.

A SMARTER WAY TO WORK


commuterconnections.org | 800.745.RIDE

Continued on page 2

WINTER 2024

FEDERAL ETC UPDATES

A VAST WORKFORCE AND LIMITED PARKING AT THE PENTAGON



The Pentagon is big. Really big. As Thomas Hamed, transportation planner in the Washington Headquarters Services (WHS) Transportation Management Program Office, said: "A place this large makes its own weather." Hamed notes that 25,000 employees and just 8,000 parking spaces (even fewer now due to construction on the campus) creates a powerful incentive to seek alternatives to driving alone to work on "the Reservation," as employees refer to it. And those 8,000 parking spaces aren't easy to get. Each Command gets an allocation of spaces and then sets their own policies for doing them out.

Luckily, they've got the largest transit facility on the east coast (outside of New York City) right on campus. The Pentagon Transit Center (PTC) serves more than 7,500 riders each weekday. Most are disembarking at the PTC, while the remainder of riders are switching to other trains or buses. More than half of all Pentagon employees go through the PTC on their way to work. The PTC is a connection point to and from seven regional bus lines including:

- Arlington Transit
- DASH
- Fairfax Connector
- Metrobus

• Loudoun County Transit

- PRTC OmniRide
- Ride Smart Northern Shenandoah Valley/DC Metrocoach

Department of Defense (DoD) employees can have some or, in many cases, all of their transit paid for with the Mass Transit Benefit which this year gives employees up to \$315 in SmartRide monthly benefits, depending on the actual cost of their commute.

Rumors of the demise of slugging in DC abound but apparently the Pentagon hasn't heard them. Slugging is going strong at the Pentagon; about 4 percent of Pentagon employees (about 1,000 people) travel this way. Slug stations going to various destinations are displayed on signs where people can line up for rides, usually Park and Ride lots. Hamed believes that slugging complements the transit service. The OmniRide strike in February 2023 lasted a month, and most of the Pentagon employees who rely on OmniRide opted to make their trips back to Prince William County, Manassas, and Manassas Park via slugging.

The mass transit benefit may also be used for eligible vanpools. The WHS Transportation Program Office promotes their commute program through monthly table events where employees can find out from the

50 YEARS 1974-2024

COMPUTER CONNECTIONS.

A SMARTER WAY TO WORK

Continued on back



Bike To Work Day 2024 Registration Opens March



Are your employees ready for Bike to Work Day 2024? Encourage them to circle Friday, May 17th on their calendars and make the fun journey to work by bike. Free registration begins early March 2024.

495 NEXT: Building a Better Ride for Commuters



The I-495 Express Lanes Northern Extension (495 NEXT) project is extending the existing Express Lanes north by two and a half miles, from the Dulles Corridor interchange to the George Washington Memorial Parkway, in the vicinity of the American Legion Bridge.

More News

GRH = Peace of Mind

Guaranteed Ride Home (GRH) provides up to six free rides home per year by way of taxi, Uber, or Enterprise Rent-A-Car for commuters who are faced with unexpected illness, emergencies, or unscheduled overtime at the office. GRH is for employees who commute two or more days a week.

MORE LOOT FOR YOUR COMMUTE

INCENTRIP



OBJECTIVES & STRATEGY

incentrip

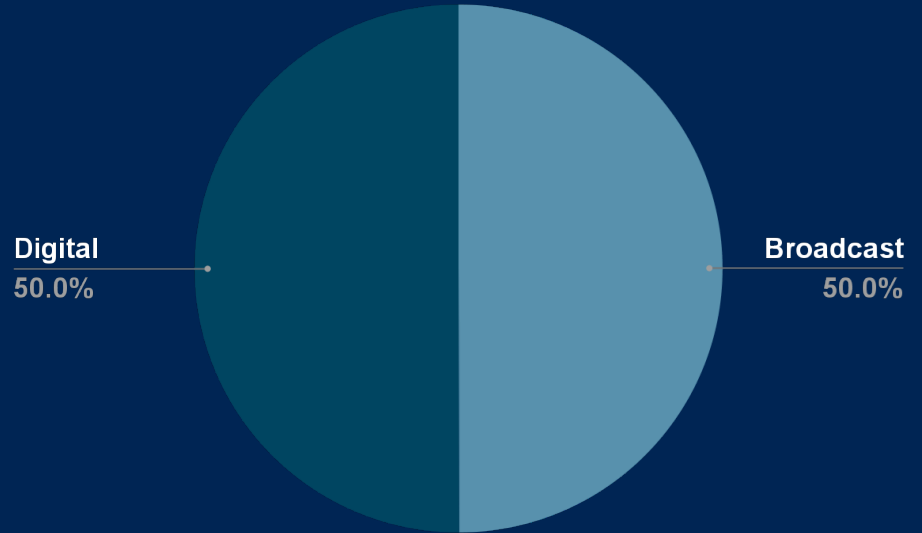
- Budgets:
 - \$43,190 (incentrip Mobile App Regional - ATCMTD)
 - \$18,510 (incentrip MDOT - ATCMTD)

Encourage commuters to download and use the app

MEDIA SPEND

incenTrip Mobile App Regional ATCMTD

Broadcast Radio	\$21,564.50
Digital	\$21,595.00
<hr/>	
Total	\$43,159.50



RADIO AD

incenTrip Mobile App Regional ATCMTD



:30 Radio English

DIGITAL BANNER ADS

incenTrip Mobile App Regional ATCMTD



SPRING INTO GREEN

A real-time trip planning app that's good for Earth and good for YOU.

- Up to \$600/yr for clean commutes
- Traffic alerts
- Eco-friendly driving tips

Some restrictions apply.

incenTrip



SPRING INTO GREEN

incenTrip



SPRING INTO GREEN

incenTrip



SPRING INTO GREEN

A real-time trip planning app that's good for Earth and good for YOU.

- Up to \$600/yr for clean commutes
- Traffic alerts
- Eco-friendly driving tips

Some restrictions apply.

incenTrip



SPRING INTO GREEN

incenTrip

MEDIA SPEND

incenTrip MDOT ATCMTD

Digital	\$18,510.00
<hr/>	
Total	\$18,510.00

DIGITAL BANNER ADS

incenTrip MDOT ATCMTD



Real-time trip planning app that saves time, money and emissions.

- Up to \$600/year for clean commutes
- Traffic alerts
- Eco-friendly driving tips

Some restrictions apply.

incenTrip



CommuterCash

Plan. Flex. Go. Earn.

COMMUTERCASH

COMMUTERCASH

CommuterCash

- Survey sent to incenTrip users and a sample of the general public
Four name options were presented for consideration
The new name for the incenTrip app will be CommuterCash.
The launch of the new app and campaign begins in early FY25





OTHER PROJECTS

OTHER PROJECTS

- Flextime Rewards campaign - June
- Commuter Connections 50th Anniversary – September
- Commuter Connections Website Templates
 - Home page and inner pages template designs
 - Optimized for mobile devices
 - Improved navigation



THANK YOU